



Sent Via E-Mail

June 11, 1996

To: J. Piscitelli D. Keeney C. Moser
D. Cunningham L. MacWilliams D. Bellinger
P. Gilotty N. Wagner M. McGovern
S. Payne D. McLaughlin J. Kavanagh
R. Helm

Re: Carolina Gold

As you are already aware, we are discontinuing Carolina Gold. To make this situation as equitable as possible, we have developed the following action plans.

<u>Issue:</u>	<u>Action Plan:</u>
<i>June Sunglasses Promo</i>	Ship to stores unpacked from W/S for Retail Reps to fill with on hand inventories.
<i>Residual Retail Inventory</i>	Discount \$2.50 Carton/.25¢ Pack utilizing the attached buydown code or Doral coupons if necessary.
<i>Direct Account Inventory</i>	Return all inventory to W/S as damaged.
<i>Payment of \$1/Cartron</i>	Pay retail accounts when determining mid-year SOC payment.

Please notify your direct accounts/chains of our decision and action plans.

If you should have any questions or need additional information, please let me know.

Sincerely,

Colin

/jj/Attachment

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Cc: R. Mittica, S. McLeod

Carolina Gold Price Reduction Code for Buydowns

The following price reduction code has been established in order to handle buying down remaining product at retail following the sunglasses promotion:

C. Gold \$1 Pr. Red.

Rate: \$1.00

Reporting Dates: 06/01/96 - 10/28/96

A \$1 variable has been established to handle .20¢, .25¢, or .30¢ pack buydowns as needed to move out existing product at retail as well as at the wholesale level if necessary.

Example:

If you are buying down 12 cartons @ .25¢/Pack, this would equate to \$30 and the payment entered would be 30 placements against the \$1 buydown code.

Contact Sharon Reid, ext. 2584, or Ted Stewart, ext. 0399, with any questions or problems.

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